



January 30, 2014

Pilgrim's Pride to Host Investor Day in New York City March 13, 2014

GREELEY, Colo., Jan. 30, 2014 (GLOBE NEWSWIRE) -- Pilgrim's Pride Corporation (Nasdaq:PPC) will host an investor and analyst day to share insight on the company's progress from the inception of its strategy and to highlight the next stage in its evolution. The event will be held at the Harvard Club located at 35 West 44th Street in New York City on Thursday, March 13, 2014 beginning with lunch at 12 p.m. ET, and is expected to conclude at approximately 4:30 p.m. ET.

Bill Lovette, President and Chief Executive Officer, Fabio Sandri, Chief Financial Officer, and other members of Pilgrim's senior management team will present at the Investor Day.

Interested investors and analysts are requested to RSVP to attend the Investor Day by replying to Rosemary Geelan in the Investor Relations department at Pilgrim's Pride either via telephone at 970-506-8192 or by e-mail at: rosemary.geelan@pilgrims.com. RSVPs are required due to space limitations. Additional details may be found under "Events" within the Investor Relations section of our website at www.pilgrims.com.

About Pilgrim's Pride

Pilgrim's employs approximately 37,500 people and operates chicken processing plants and prepared-foods facilities in 12 states, Puerto Rico and Mexico. The Company's primary distribution is through retailers and foodservice distributors. For more information, please visit <http://www.pilgrims.com>.

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